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FOOD PRE-VUE

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A SUMMARY OF THE FOOD OUTLOOK DESIGNED TO GIVE ADVANCE INFORMATION TO FOOD EDITORS

CURRENT SERIAL RECORDS

U.S. Department of Agriculture
Agricultural Marketing Service

December 30, 1963
F P - 78

Here's the outlook for the New Year's food supplies, as well as probable consumption rates:

MEATS.....Total meat consumption per person may average about the same as in 1963--170 pounds--with an increase in beef mostly offset by reduction in pork, veal, lamb and mutton. While the outlook is for beef consumption to again increase next year, it will be much less than the 6% rise indicated for the 1962-63 period. Largest gain over a year earlier may come in first quarter, which will reflect continued heavy feedlot finishing. In recent years consumption of veal has trended downward. As for pork, 1964 consumption per capita may dip a little from the 65 pounds consumed in 1963, with most of the decline in consumption after the winter months. Consumption of lamb and mutton, which ran nearly 5 pounds per person in 1963, likely will dip somewhat in the New Year.

POULTRY.....Broiler output is increasing seasonally and will continue upward to an early summer peak, as in 1963. A recent spurt in hatchery activity suggests that production will be the same as a year earlier as 1964 begins, but after mid-January it will climb sharply higher. Output for 1964 as a whole, however, is expected to be only moderately larger than in 1963.

Turkeys.....Early January supplies of frozen turkeys will probably dip from year ago levels. In the first quarter of 1964, production also is expected to be smaller. But for 1964 as a whole, prospects are for a somewhat larger crop than in 1963. At the beginning of December cold storage supplies totaled 291 million pounds--down 70 million from November 1--but still 26 million pounds above December 1 a year ago.

Eggs.....Output in the fourth quarter of 1963 increased seasonally and is expected to reach a peak in the spring, during which time it is expected to continue above year-earlier levels. A higher rate of lay through early 1964 and a larger second quarter laying flock will account for most of the increase.

DATRY.....Milk supplies are increasing seasonally from the fall lows, but for the first quarter of 1964 output is expected to average slightly under 1963 levels, on a daily basis. Current milk supplies, though, are more nearly in line with commercial needs than a year earlier. While a further decline in numbers of milk cows is anticipated in 1964, some increase in output per cow is expected.

FRUITS.....Supplies of fresh and processed fruits are expected to continue moderately below a year earlier through the first half of 1964. Pears will be in unusually light supply the balance of the marketing season. Supplies of apples, for fresh use after January 1, are expected to be lighter in the eastern and central States, but heavier in the western States than in the first half of 1963. On December 1, supplies of fruits in cold

storage warehouses totaled 463 million pounds--17 percent below a year ago and 11 percent smaller than average.

Citrus.....As for citrus, December 1 estimates place the U.S. 1963-64 orange crop at 99½ million boxes--down 5% from the previous season. Early, Mid-season and Navel oranges are expected to account for 45.4 million boxes--23% less than a year ago, but Valencias--54.1 million boxes, run 17% greater than a year earlier. U.S. grapefruit is estimated at 32.4 million boxes--about 7% smaller than a year earlier, with all of the decline in Florida. Lemons, estimated at 16.3 million boxes, run 26% greater than the previous season. Stocks of frozen orange concentrate on December 1 totaled 19 million gallons, compared with 35 million a year earlier. Average for that date is 16 million gallons.

VEGETABLES....Production of winter vegetables is expected to run slightly below last year, also 3% under average. Crops included in December 1 forecasts usually account for over half the total. Indications point to larger winter output of broccoli and spinach, but smaller production than a year ago for artichokes, celery, and lettuce. Acreage increases are expected for winter cabbage and carrots, but a decline in escarole. Into midyear, canned vegetable supplies will be slightly under the record volume of a year earlier. Stocks of canned sweet corn are unusually large. As for supplies of frozen vegetables, on December 1 they totaled 1-1/3 billion pounds--nearly the same as the record of a year ago. Stocks of broccoli, carrots, green peas and spinach were larger than last year, but supplies of most other major items were a little smaller.

Potatoes....Heavy supplies are available for marketing into spring. First forecast of winter production indicates a total of 3.3 million hundredweight--14% below a year earlier. But fall crop stocks in storage on December 1, which provide the bulk of the supply through the winter, were 1% above a year ago. The 1963 sweetpotato harvest was 17% smaller than a year earlier.

NUTS.....Latest roundup of the nut situation shows ample supplies available. Pecans climbed to a record 145,000 tons, or 290 million pounds. Almonds produced some 66 thousand tons, or 38% more than last year. Filberts, 6,850 tons, ran 12% smaller than a year ago, and walnuts, estimated at 78 thousand tons, were slightly below the previous year's crop, but 9% above average. As for the peanut crop, it totaled 1 billion, 975 million pounds (988 thousand tons)--9% greater than a year earlier, and 18% more than average.

The Plentiful Foods Program

The Agricultural Marketing Service of the U.S. Department of Agriculture, through its Plentiful Foods Program, is cooperating in these food campaigns:

Canned Corn Promotion	January 12 - January 25
Potato Promotion	January 26 - February 8
Pecan Pageant	February 9 - February 22
Fish 'n Seafood Parade	February - March
Good Breakfast Months.	February - March